

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [005] with the following amended paragraph:

[005] Moreover, it is desirable to provide interactive advertising that permits a user to interact with one or more features of the advertisement, which has an added benefit of focusing the user's attention on the advertisement. One way to make [[and]] an Internet advertisement interactive is to add vectored graphics and/or streaming media (e.g., streaming audio or video) to the advertisement. By way of background, Macromedia Flash is one type of cross-platform compatible vector-based graphic animation tool. Vector-based images, which are also referred to as object-oriented graphics, use geometrical formulas to represent images. Vector-oriented images are more flexible than other types of images, such as bit maps, because they can be resized and stretched. Presently, although vector-based graphic animation tool, such as Macromedia Flash, provide the capability to embed streaming media elements, these tools have very rudimentary streaming media player capabilities.

Please replace paragraph [006] with the following amended paragraph:

[006] Thus, in order to provide streaming media capabilities in a vector-based graphic player, a customized player must be specifically developed and hard-coded for a particular application. Such hard-coded players lack the ability to be reused for subsequent purposes and must be at least partially recoded in the event the streaming content is changed. Moreover, because such players are typically built on a "one-off" basis, the players lack the ability to integrate with existing streaming media administration and development tools. Thus, there is a need and desire [[to]] for a system that provides core streaming media player functions and controls in a vector-based graphic animation environment.